

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

|                               |   |                                  |
|-------------------------------|---|----------------------------------|
| In re Application of:         | : | Before the Examiner:             |
| Chan et al.                   | : | Myhre, James W.                  |
|                               | : |                                  |
| Serial No.: 10/773,496        | : | Group Art Unit: 3622             |
|                               | : |                                  |
| Filing Date: February 6, 2004 | : |                                  |
|                               | : |                                  |
| Title: MARKETING PROFILE      | : | IBM Corporation                  |
| STORE                         | : | Dept. T81/Bldg. 503              |
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**REPLY UNDER 37 C.F.R. §1.111**

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

In response to the Office Action having a mailing date of January 16, 2008, having a three-month shortened statutory period for response set to expire on April 16, 2008, please reconsider the rejections of the claims in view of the following amendments and remarks:

**Amendments to the Claims** are reflected in the listing of claims which begins on page 2 of this paper.

**Remarks** begin on page 6 of this paper.